

Mailers Technical Advisory Committee Update

Pacific Area Mailing Industry Focus Group



October 13, 2016

▶ Association of Associations

- Representatives of the industry – not individual companies
- Currently Over 50 Associations have an MTAC membership
 - Associations include: DMA, PostCom, MPA, IDEAlliance, Alliance of Nonprofit Mailers, PIA, NNA, PSA, etc.
 - One Association Executive and up to Three Association Representatives per Association
 - Approximately 190 Association Executives and Representatives

▶ Focus

- A venue for the USPS to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services
- Enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the USPS.

MTAC Executive Committee Members (2016-2017)

<i>Industry</i>	<i>U. S. Postal Service</i>
<p>Erv Drewek Industry Chair (2016-2017) Graphic Communications, a Veritiv company</p>	<p>Jim Nemec Postal Chair Vice President, Consumer & Industry Affairs</p>
<p>Wanda Senne Industry Vice Chair (2016-2017) Access Worldwide</p>	<p>Judy de Torok Postal Co-Vice Chair Manager, Industry Engagement & Outreach Consumer & Industry Affairs</p>
<p>Christopher G. Lien Immediate Past Industry Chair (2014-2015) BCC Software</p>	<p>Tom Hughes Postal Co-Vice Chair Manager, Business Customer Support & Service Consumer & Industry Affairs</p>
	<p>Dale Kennedy Program Manager/Secretary Manager, Industry Engagement Strategy Industry Engagement & Outreach</p>

MTAC Leadership (2016 to 2017)

Industry Leaders		Postal Service
Classes of Mail	Focus Areas	
First-Class Mail	Payment & Acceptance, & Education	
Mike Tate <i>American Bankers Association</i> Bank of America	Bob Schimek <i>Idealliance</i> Satori Software	Pritha Mehra VP, Mail Entry & Payment Technology
Periodicals	Enterprise Analytics & Data Usage	
Randy Stumbo <i>Gravure Association of the Americas</i> Meredith Corp.	Angelo Anagnostopoulos <i>Edison Electric Institute</i> GrayHair Software Inc.	Isaac Cronkite VP, Enterprise Analytics
Standard Mail	Mail Preparation, Entry, & Operations	
Rose Flanagan <i>National Alliance of Standard Mailers & Logistics</i> Data-Mail Inc.	Bob Rosser <i>Association for Postal Commerce (PostCom)</i> IWCO Direct	Robert Cintron VP, Network Operations
Package Services	Emerging Technology & Product Innovation	
John Medeiros <i>Parcel Shippers Association</i> DHL Global Mail	Steve Colella <i>Epicomm</i> The Calmark Group	Gary Reblin VP, New Products and Innovation

Association Recruitment

▶ Association Recruitment

- New association added this year: American Association of Political Consultants
- Seeking additional association membership with industries not fully represented on MTAC
 - i.e. Health Care, Insurance, Legal, others
- MTAC Industry Vice-Chair to manage recruitment and membership

▶ Member Involvement

- Encourage increased member engagement
 - Workgroups, User Groups, Task Teams
- Several associations have open slots
- Internal recruitment for new Leadership positions

MTAC Structure / Types of Committees

Group Type	Intended Function	Primary Sponsor / Oversight	Group Participants	Approval of Participants	Timeframe
User Group	Ongoing forum for USPS & users of a particular postal product or process.	MTAC Focus Area Leader (postal and/or industry)	Subject Matter Experts (both USPS and industry)	User Group Leaders	Open - No specific end date. Annual review of issue statement in August by the MTAC EC.
Work Group	Address defined issues, and provide recommendations	MTAC Focus Area Leader (postal and/or industry)	Primarily MTAC Members and industry experts	MTAC Focus Area Leader	Concludes when recommendations are submitted for consideration (per the issue statement)
Task Team	Quickly address very specific issue to achieve results in a strict, often urgent period of time.	MTAC Executive Committee (may also be delegated to Focus Area Leader if subject is specific to an Area)	Specifically selected by MTAC Leadership and Executive Committee	MTAC Executive Committee	Concludes when task or problem resolution is completed (per the issue statement)

Current User Groups

- #1 - PostalOne!, SASP, Intelligent Mail *(Bi-weekly)*
- #2 - eVS/Product Tracking System *(Monthly)*
- #3 – FAST & eInduction *(Bi-weekly)*
- #4 – Informed Visibility *(previously IMb Tracing)* *(Weekly)*
- #5 – Addressing *(Technology & Business Strategy)* *(Bi-weekly)*
- #7 – MTEOR *(Bi-weekly)*
- #8 – USPS Promotions *(Monthly)*
- #9 – Presort Reference Data *(Bi-weekly)*
- #10 – Mail Acceptance and Payment *(Weekly)*

Status of Workgroups and Task Teams

▶ Congratulations! Mission Accomplished!

- **WG 169 - Refining Package Machinability Standards**
- **WG 172 - PAVE Enhancement**
- **WG 174 - An Informed Delivery APP**

▶ In-Progress

- WG 168 - FSS Multi-scheme Pallets (Target Completion Date: 8/31/16)
- WG 170 – Certificate of Mailing (COM) Improvements (Target Completion Date: Extended)
- WG 173 - Payment Modernization (Target Completion Date: 6/30/17)
- WG 175 – Streamlining CSA Mail Preparation (Target Completion Date: Extended)
- WG 176 – Streamlining RIBBS Information (*PostalPro*) (Target Completion Date: 9/23/16)
- WG 177 – Improvement in Address Quality Methodologies (Target Completion Date: Extended)
- WG 178 – IMpb Compliance Quality Metrics & Thresholds (Target Completion Date: Extended)



Status of Workgroups and Task Teams

▶ In-Progress

- TT 23 - Readiness for Trend Based Verification
(Target Completion Date: Extended)
 - Payment, Acceptance and Education V.P. - Pritha Mehra
- TT 24 – MSP Incentive Implementation for Growth
- (Closed)
 - Product Innovation and Emerging Technology V. P. - Gary Reblin



MTAC at July Meeting Recap & Upcoming Items

▶ Opening Session speakers on Wednesday July 12, 2016

- PMG Megan Brennan
- CMSO & EVP Jim Cochrane
- COO & EVP David Williams
- CFO & EVP Joe Corbett
- CIO & EVP Kristen Seaver
- VP Pricing & Costing Sharon Owens
- VP Sales Cliff Rucker
- VP Mail Entry & Payment Technology Pritha Mehra

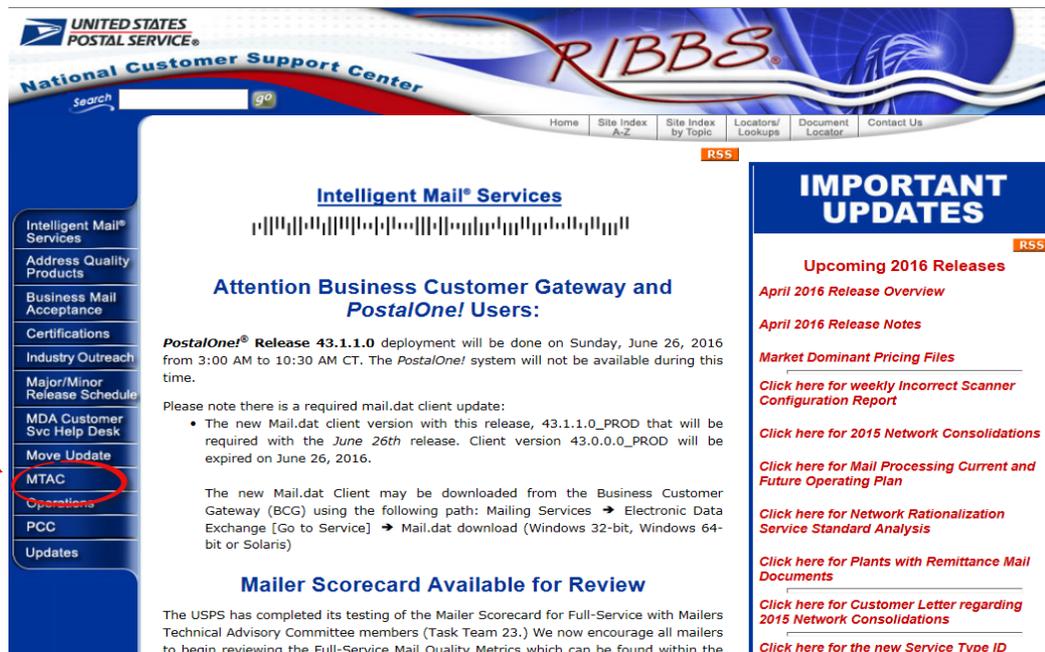
▶ Important Issues discussed during July MTAC meetings

- Discussed potential Pricing and Costing strategies of Market Dominant products
- USPS will present Industry-wide Political and Election Mail seminars
- Announced that **Full Service assessments will begin Nov. 2016**. Notification of Assessment testing begins in August. *Local BMEU can assist with your preparation.*
- Deadline for review of publication “Streamlined Mail Acceptance for Letters and Flats” is Aug. 15, 2016.

2016 Meeting Schedule

- ▶ **MTAC Meeting Dates- November 1-3, 2016**
- ▶ **Contact an MTAC Association Executive if you would like to attend as a guest!**

- **RIBBS web address: <https://ribbs.usps.gov/>**



The screenshot shows the RIBBS website interface. At the top, it says "UNITED STATES POSTAL SERVICE® National Customer Support Center" and "RIBBS". A search bar is visible. Below the header, there are navigation links: Home, Site Index A-Z, Site Index by Topic, Locators/ Lookups, Document Locator, and Contact Us. The main content area is titled "Intelligent Mail® Services" and features a barcode. Below the barcode, it says "Attention Business Customer Gateway and PostalOne! Users:". There is a section for "PostalOne!® Release 43.1.1.0" with a deployment date of Sunday, June 26, 2016. A "Please note" section mentions a required mail.dat client update. A red arrow points to the "MTAC" link in the left-hand navigation menu, which is circled in red. Other links in the menu include Intelligent Mail® Services, Address Quality Products, Business Mail Acceptance, Certifications, Industry Outreach, Major/Minor Release Schedule, MDA Customer Svc Help Desk, Move Update, Operations, PCC, and Updates. On the right side, there is an "IMPORTANT UPDATES" section with an "RSS" icon, listing "Upcoming 2016 Releases" with links for April 2016 Release Overview, April 2016 Release Notes, Market Dominant Pricing Files, and several other reports and plans.

Questions?

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